

Transportation 2035 Survey Results

Presented to:
MTC Planning Committee
November 9, 2007



METROPOLITAN
TRANSPORTATION
COMMISSION



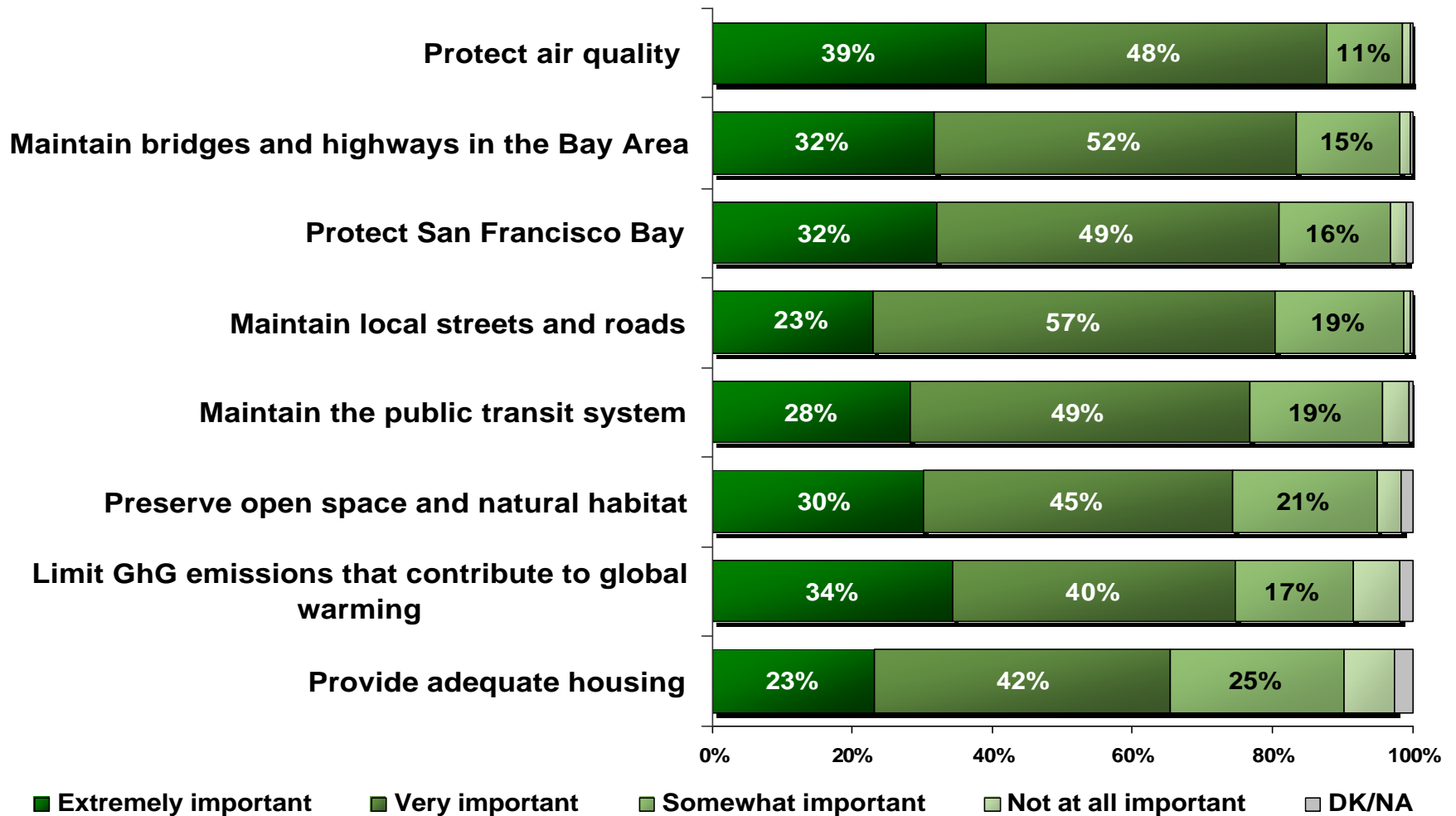
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Research Objectives



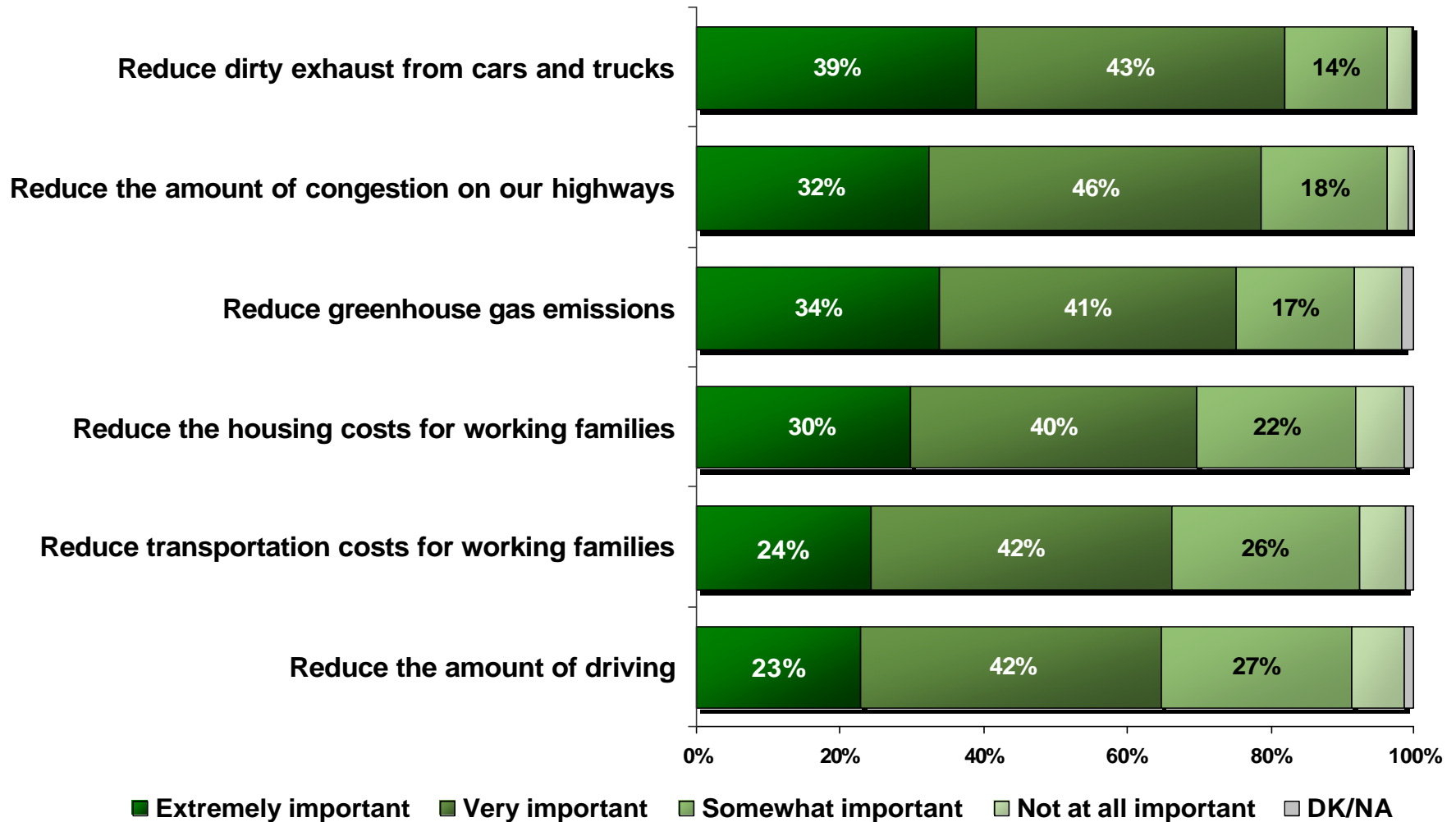
- Explore attitudes related to transportation, land use and global warming
- Identify residents' willingness to pay to reduce or limit greenhouse gas emissions
- Assess residents' opinions as they relate to current and future transportation investments, and local/regional governance

Issues of Importance in the Bay Area



- Data Collection Methodology: Telephone Survey
 - Random Digit Dial (RDD)
 - Survey length: 15 minutes
- Sample Size: n=1,800
 - Adult Residents in 9 County Bay Area (5.31 million)
 - Margin of error +/- 2.3%
 - Offered in English, Spanish and Cantonese
- Field Dates: September 27 to October 22, 2007

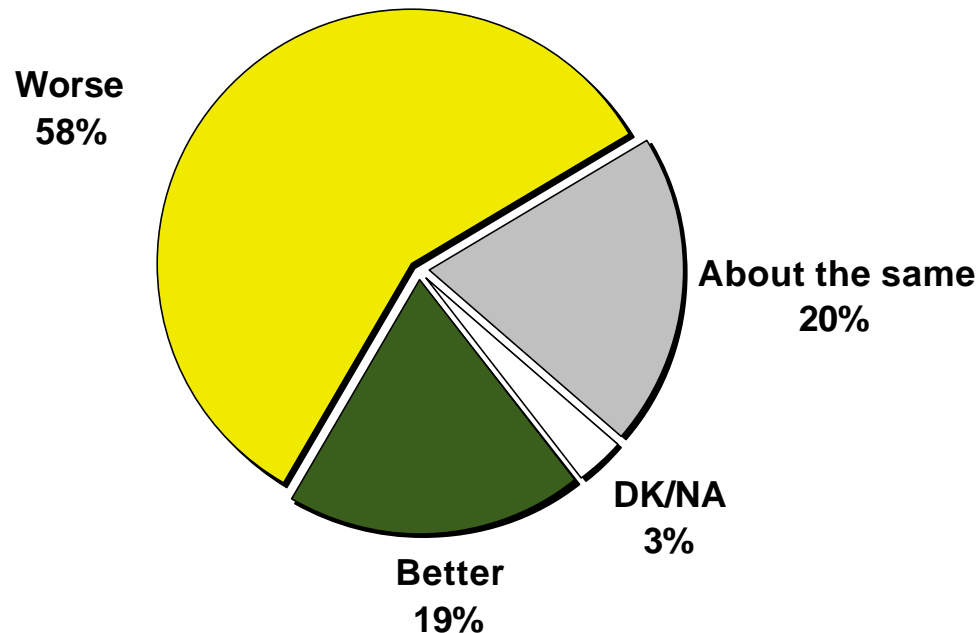
Transportation Priorities



Perception of the Environment



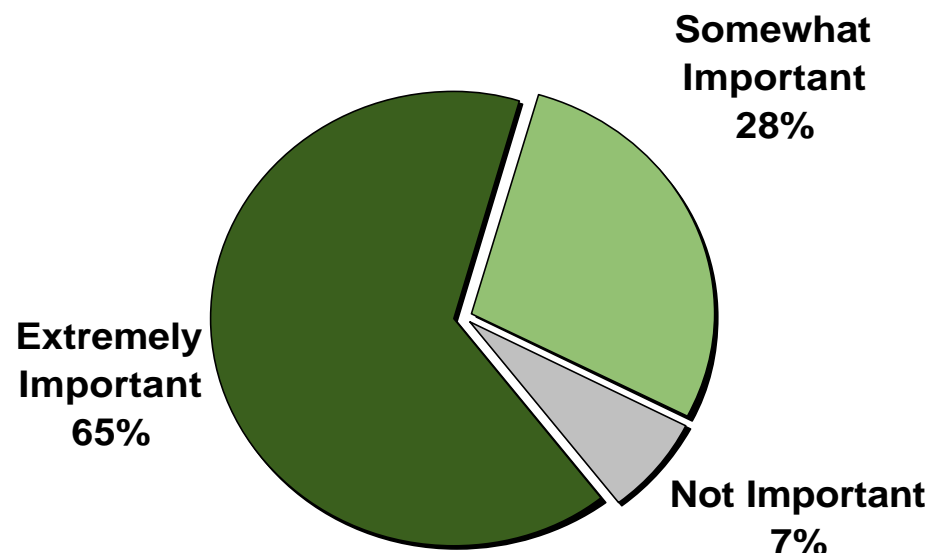
58% of Bay Area residents believe the condition of the environment will be worse 20 years from today.



Importance of Global Warming



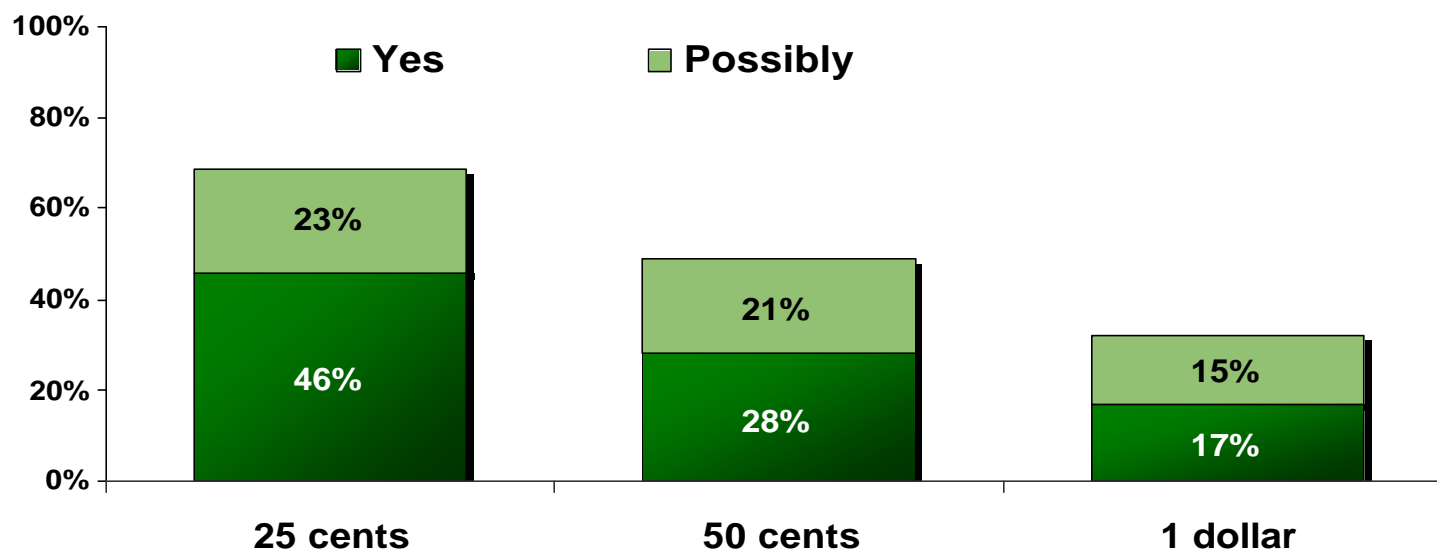
65% of Bay Area residents believe Global Warming is extremely important and should be one of the region's highest planning priorities.



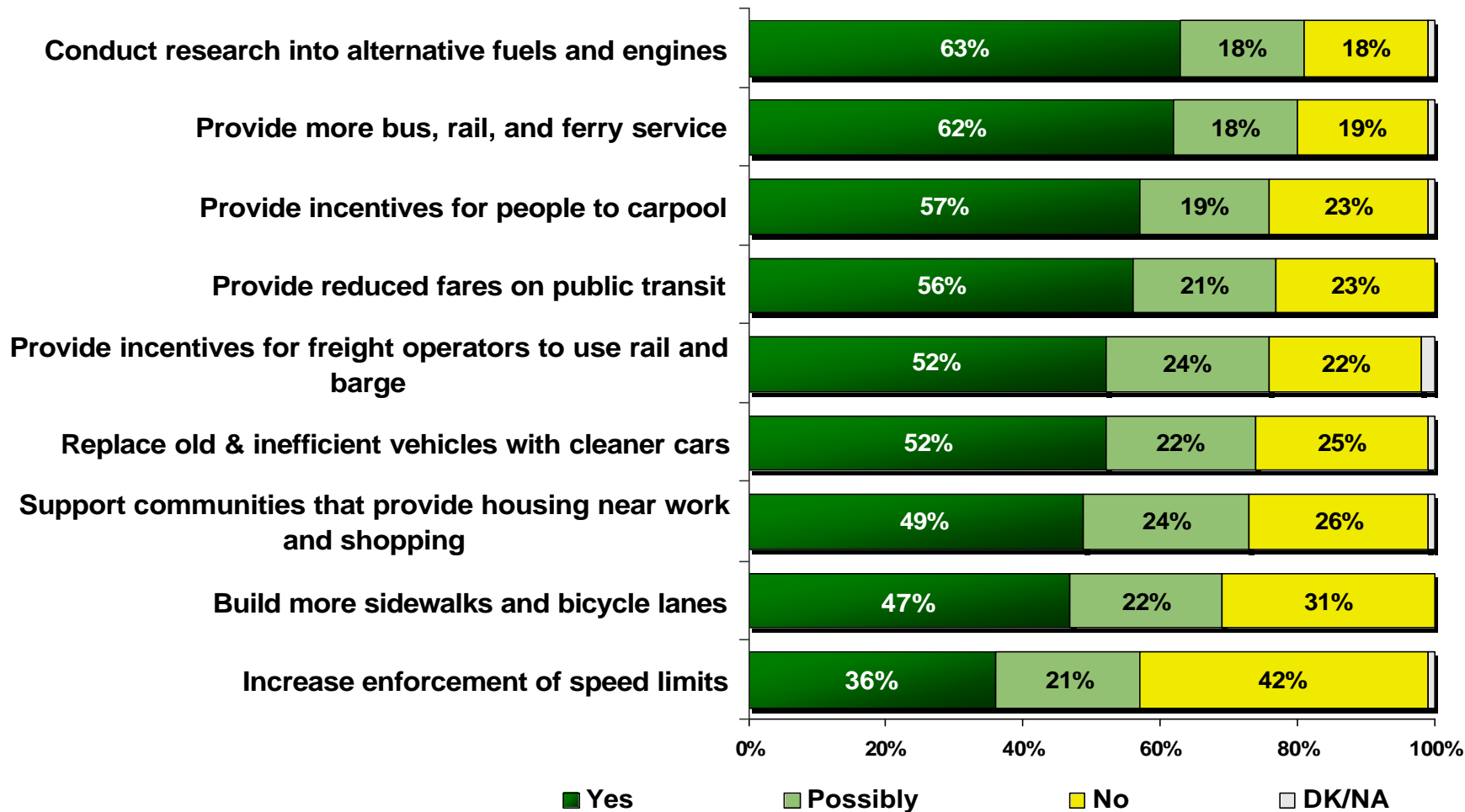
Willingness to Pay to Reduce GhG



69% of Bay Area residents would consider (yes + possibly) paying 25 cents more for a gallon of gasoline if it was used to limit or reduce global warming.



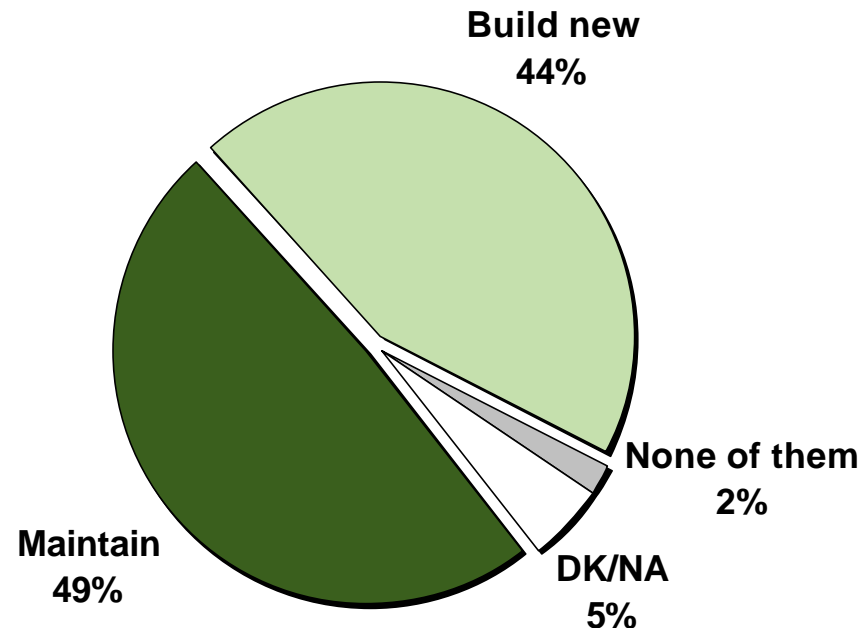
Programs to Reduce GhG Emissions



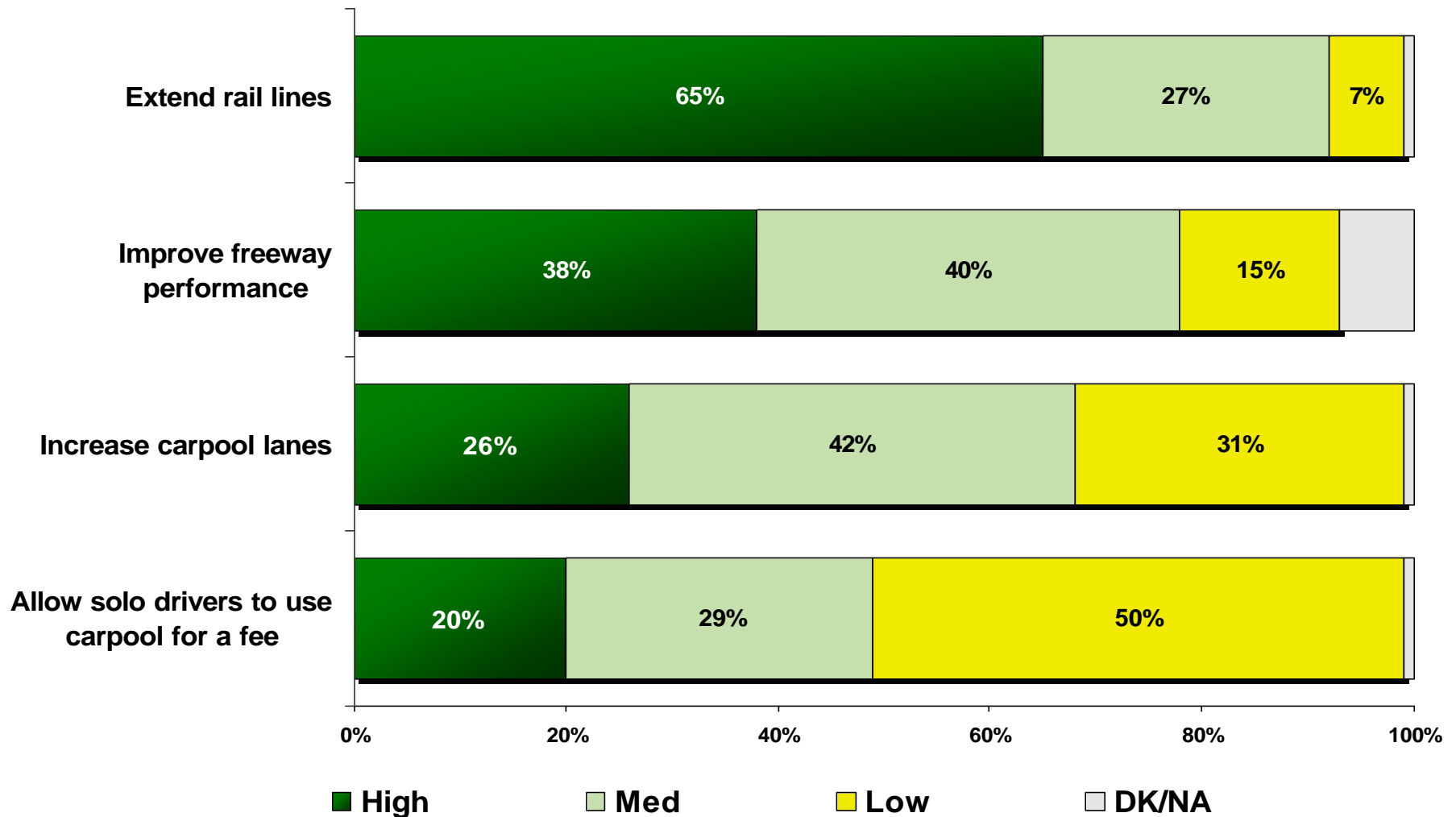
Maintaining vs. Building New



49% of residents preferred ***maintaining*** the existing transportation infrastructure to 44% who preferred ***building new*** components to the transportation infrastructure



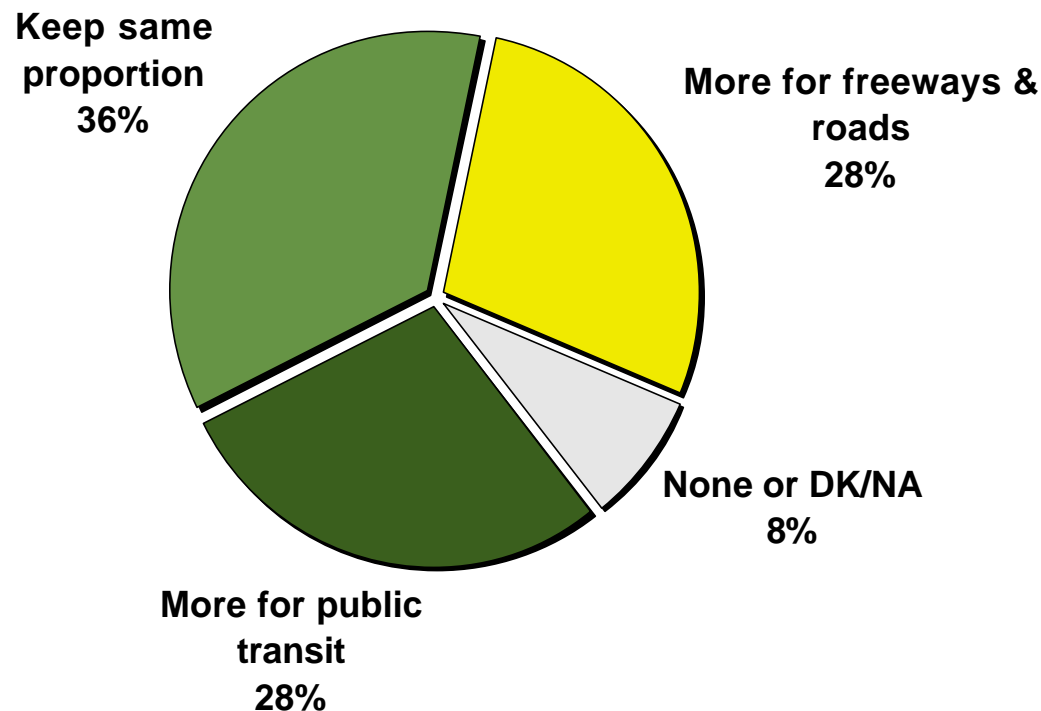
Transportation Investment Priorities



Budget Allocation



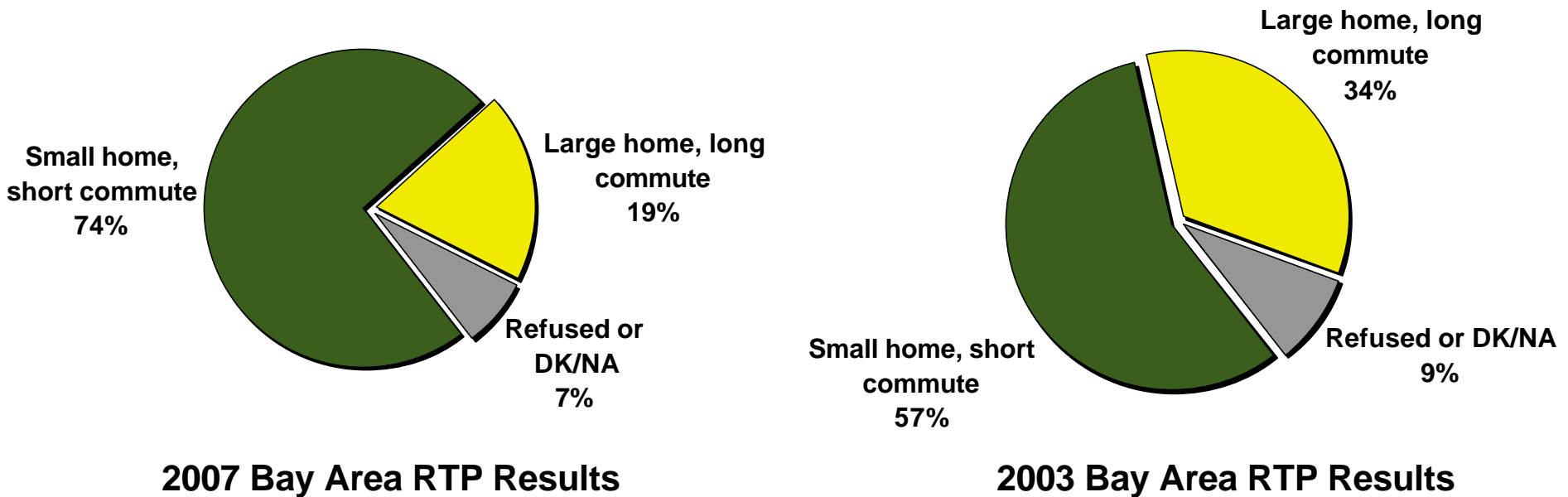
36% of residents preferred ***keeping the same*** proportion of resources allocated to public transit (2/3) and freeways and roads (1/3)



Housing/Commute Trade-off



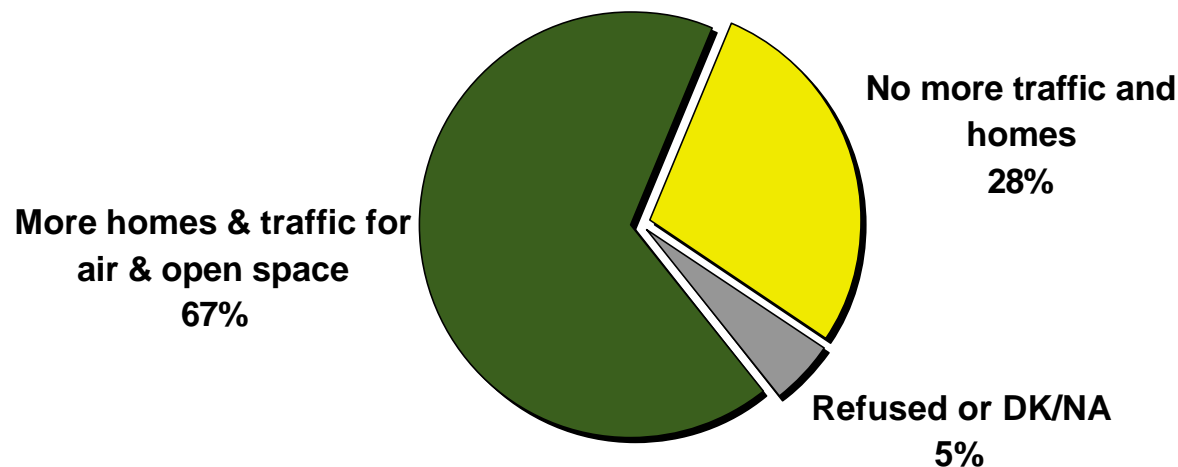
Over the last four years Bay Area residents increased their preference for smaller home with a short commute over a larger home with a long commute by 17%



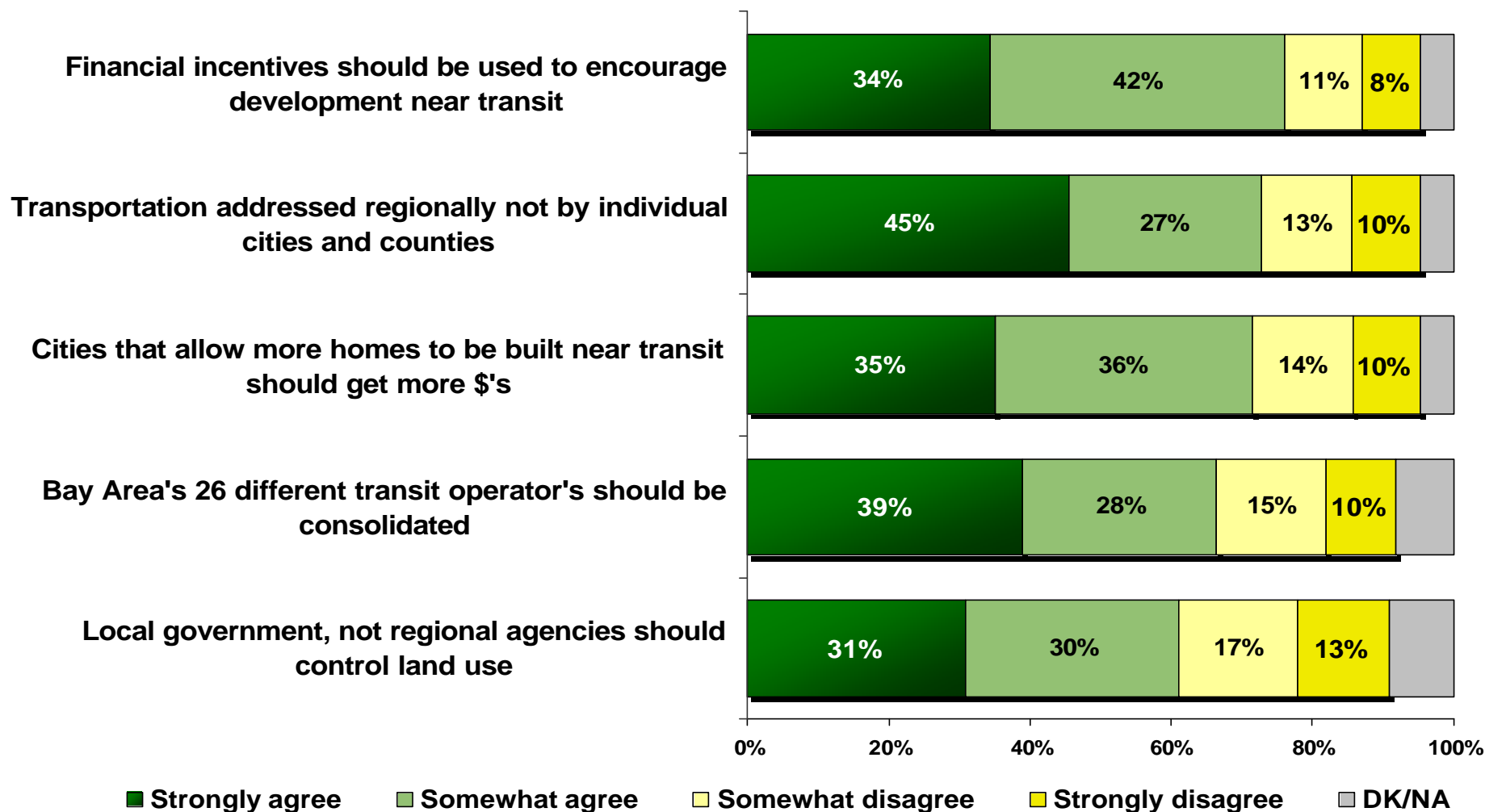
Housing Density Trade-off



67% of residents indicated they would be willing to accept more homes & traffic in their community, if it protected open space and air quality in the Bay Area.



Regional Policy Priorities



- The **condition of the environment** is a great concern among Bay Area residents:
 - Over half (58%) of residents indicated they thought the environment would worsen over the next 20 years
 - Approximately 2/3rds of residents think global warming is extremely important and should be one of the region's highest priorities
 - Residents are willing to accept increased density to maintain or improve the environment
 - Residents indicated they would prefer a smaller home and shorter commute over a larger home and longer commute

- Public Transit is a high priority for most Bay Area residents:
 - ‘Maintaining the public transit systems’ has increased in perceived importance (extremely or very) by almost 10 percent from 2003
 - 2/3rds of residents believe extending rail lines should be a high priority and almost 60 percent agree it should be the highest transportation priority
 - 64 percent of residents believe at least 2/3rds of transportation money should be allocated to public transit